

From: REDACTED@gov.scot
Sent: 19 October 2018 12:38
To: REDACTED@gov.scot; REDACTED@gov.scot; REDACTED@gov.scot; REDACTED@gov.scot;
 REDACTED@gov.scot
Subject: RE: FM speech at News Xchange Conference - 13 November

Should we try and get a meeting with Spads when you are both back to discuss approach to this?

[Redacted]

From: REDACTED@gov.scot
Sent: 18 October 2018 11:15
To: REDACTED@gov.scot; REDACTED@gov.scot; REDACTED@gov.scot; REDACTED@gov.scot;
 REDACTED@gov.scot
Subject: RE: FM speech at News Xchange Conference - 13 November

Copying in [Redacted] for awareness

[Redacted]

[Redacted] Screen and Media, Culture & Historic Environment Division
 Scottish Government

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Web: www.gov.scot/arts Twitter: [@CultureGovScot](https://twitter.com/CultureGovScot)

From: REDACTED@gov.scot
Sent: 18 October 2018 07:47
To: REDACTED@gov.scot; REDACTED@gov.scot; REDACTED@gov.scot; REDACTED@gov.scot;
Subject: FM speech at News Xchange Conference - 13 November

Dear all

I attended in a short teleconference with the BBC and FM's PO about the First Minister giving a welcoming speech at the News Xchange Conference on the evening of Tuesday 13 November. The conference will be attended by 650-700 people and will be held at the EICC.

Format of conference:

Tuesday evening – welcome evening reception in National Museum of Scotland. This will have two speakers, one of which is FM. She will speak for up to 10 minutes. The Master of Ceremony will be [Redacted], [Redacted]. [Redacted] will introduce FM. The other speaker will be [Redacted] from [Redacted].

Wednesday and Thursday – 2 day conference. There are 4 themes:

1. Representation in the news room. This will include topics such as class and social backgrounds. ITV will moderate this section.
2. Activism. This is about social movements such as #MeToo and Parkland (the school shooting). The keynote will include a student from Parkland.

3. Misinformation debate. Truth and lies. How do we navigate this? Speaker will include the Daphne Project and Pulitzer prizewinners from Reuters.

4. Innovation and new technology and new opportunities and connecting with audiences. Speakers will include Google Voice. There will be a session on podcasting. There will be a large session on AI and machine learning.

Keynote speakers are: Lord Hall, the new President of the Broadcasting Unit of the BBC (from January next year); and Steve Bannon who will provide debate and challenge (he has been working from his think tank in Brussels – “The Movement” linking far right groups. Steve’s session will be heavily moderated by a top BBC presenter. The organisers recognise that [Redacted] is a choice of speaker that will not be liked by everyone. The choice has been signed off at a high level in the BBC.

FM’s speech.

The organisers mentioned what they were expecting to hear in the FM’s speech. There will be an international audience in Scotland. Items to include: our take on key themes, debate and anything else that is relevant; BBC new Scottish channel; FM with her international audience to maximise her role. Know about how the country is heading towards Brexit and what she thinks about it. Make remarks of a huge change. This could lead into a discussion of misinformation. The BBC have been made aware of the names of FM’s speechwriters. The FM will arrive at 7:30 for her speech at 7:45.

Practical arrangements

The BBC area where that FM has spoken in the NMS. There will be a stage with lectern and microphone. Organising staff will keep in touch with FM’s office. The AV will be from the Museum’s usual suppliers. The catering will also be provided by the Museum’s usual caterers.

There is also a meeting being arranged between FM and Lord Hall (Tuesday afternoon). His office is working with FM’s office to get a meeting slot.

Best wishes.

[Redacted]